



Signage Made Easy Helps This Illinois Real Estate Agency Sell



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SHENA OMOTOLA, OWNER AND MANAGING BROKER SKYWARD REALTY

Raydiant is a "turnkey" digital signage solution for this high-profile real estate agent.

When starting the Illinois-based [Skyward Realty](#) firm four years ago, Owner and Managing Broker Shena Omotola was already a 12-year veteran of the real estate business. With her background in corporate advertising, Omotola knew she wanted her marketing for the new firm to do more than sell houses: she wanted to speak her customers' language by providing content that was tailored to them. When searching for a digital signage platform, she wanted something that looked great, but at the same time was easy to use. And then she found Raydiant's Experience Platform.

Since becoming a Raydiant customer, Omotola has enjoyed the added foot traffic and interest it's helped to create for her real estate firm. The firm currently has one Raydiant device that projects to one in-office screen at their Westchester location, and Omotola is considering purchasing another device in the future for their Chesterton location. Here's how Skyward Realty uses Raydiant to promote the firm, showcase properties, offer important local updates, and create buzz for special events.



From USB to OMG: A Complete Digital Signage Upgrade

When Skyward Realty first started, Omotola were using makeshift digital displays by plugging a USB into their in-office TV. However, they quickly saw that there were real limitations to their "DIY" digital signage, and they wanted an upgrade. "I thought 'There's got to be an easier way,'" says Omotola about the frustration of trying to create and maintain digital signage without the right tools. "I would forget to update my signs, and by then I'm trying to do a zillion other things and wouldn't have the time. It was unmanageable" she continues. "But then I found Raydiant, and it was very easy to use."

Omotola tried it and was instantly a fan—she especially likes how Raydiant's easy-to-use interface enables her to create gorgeous displays in a matter of minutes. Spending less time updating and cycling her digital signage content means more time showing and selling properties in the Illinois and Indiana areas that her firm serves. And Raydiant's large library of apps, which includes over 150,000 designer templates for creating dynamic image slides and video tours, makes it easier than ever to showcase her listings in bold HD and 4K.

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Storefront Signage in the Heart of Downtown Westchester

Omotola knows the value of a prime piece of real estate: so what better place to put her gorgeous new display than in her downtown office window? She has her content set to rotate, and uses Raydiant to showcase property photos, live local news and weather feeds, videos, and promotions for her homebuyer seminars. A constant flow of passersby means this display get dozens if not hundreds of sets of eyes on it, for advertising that works even when Skyward's agents are off showing listings.

Omotola isn't the first business owner to see the benefit of digital signage as window displays—in fact, **a whopping 80% percent of customers enter the door because of digital signage**. And, specific to the real estate industry, videos and other interactive content has been **proven to boost listing views by 87%**. Along with window displays, real estate offices can use Raydiant displays in their lobbies, reception, and other common areas as an effective, high-profile advertising tool.

The Perfect Promotional Tool for Seminars, Special Events, and Social Media

Omotola hosts homebuyer and first-time homebuyer seminars for house hunters looking to buy in Illinois, Indiana, and the surrounding areas. Using Raydiant to promote these seminars with "coming soon" and "register now" messaging coupled with bold, vibrant graphics is a no-brainer. As a fixture in the community, Skyward Realty also uses their window display to promote in-office events, open houses, and neighborhood and market trends.

Instead of creating a one-dimensional PowerPoint presentation that could have problems loading or displaying correctly, Omotola loves that she can use some of the best apps on the market through Raydiant's all-in-one platform to create stunning, designer-quality displays. And with Raydiant's Instagram integration, Omotola can link Skyward Realty's social media feed to their in-office screen, creating a social wall that shows just-hit-the-market property listings as fast as she posts them.

Cloud-Based Interface Makes Scheduling Content a Breeze

The versatility of the Raydiant platform allows you to customize your content to your clientele, and to schedule it to display when they are most likely to see it. This flexibility and accessibility really appealed to Omotola, who often uses her at-home computer to make changes to her in-office signage. "It's really convenient, especially when COVID-19 hit, that I could be at home and schedule the digital sign at our office," says Omotola. "It was just really easy, and instead of having to be on location and plugging in my USB stick, I could change the display online, and in the comfort of my own home."

Omotola also loves how simple the interface is to use. "It's very turnkey. Everything you need is already built into the system—it just makes it so easy." Like Omotola, many real estate agents love the simplicity of Raydiant's cloud-base platform, which allows them to manage on-screen content for multiple listings simultaneously. And the drag-and-drop tools make it simple to update listing prices, place virtual SOLD signs, and share neighborhood stats—all of which can be managed anywhere, and from any internet-connected device.



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About Raydiant for Real Estate

Raydiant's Experience Platform helps real estate agents show listings in their best light— through hi-res visuals and dynamic, eye-catching content. This turnkey digital signage solution lets you set up your screens, create and schedule your content, and change as needed—without constant maintenance to keep it running smoothly. Raydiant's intuitive user interface and remote accessibility via a secure cloud makes this platform easy to manage—even from your phone or tablet in between showing listings.

Raydiant's plug-and-play device, which plugs right into your TV's HDMI port, and easy setup means you are minutes away from creating stunning digital signs. Our large app library also enables you to rotate your listings, display live weather and news feeds on the side of your screens, show virtual home tours, and play custom background music that creates the perfect "homebuying" atmosphere.